



# EARN Maryland

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# What is EARN Maryland?

- A **paradigm shift** – Industry collaboration with critical and diverse partners to meet changing workforce needs and skills shortages
- Targets low and no-skilled workers as well as incumbent workers to eliminate barriers and create responsive career pathways
- Organizes formal sector partnerships in collaboration with the public workforce system, higher education, and community service organizations
- State-funded grant program meant to be flexible and nimble to meet industry demand

- Driven by industry experience and data
- Collaborative
- Dynamic and nimble; responsive to changing industry needs
- Industry-wide, long-term solutions to the development of a skilled and responsive workforce

## What EARN Is Not...

- Typical way of doing business
- Customized training for an individual employer
- Funding stream to support training and education not grounded in data and experience-driven industry workforce needs

- Strategic Industry Partnerships (SIP) *must* include:
  - At least 5 employer and industry partners, and
  - 2 “diverse entities.”
    - Higher Education, Non-Profit or Community Based Organization, Local Workforce Development Boards, Local Government
- Collaboration is key – each partner plays a unique role in program’s success.

- From the SIP, a Lead Applicant must be identified.
- The Lead Applicant **must** be the Fiscal Agent for the grant.
- The Lead Applicant will be responsible for managing the grant and all aspects of implementing the Workforce Training Plan.

# Role of Employers

- Identify common workforce and skills needs and challenges
- Participate in training
  - Teaching, Mock Interviews, Job Shadowing, Tour of Facility
- Commit to interviewing trainees
  - Provide interview feedback
  - Be involved in placement
  - Identify strengths and weaknesses of training program



- Participant Management
  - Recruitment to Placement
    - Pipeline Development, Recruitment and Screening, Case Management, Job Coaching, Wrap Around Services, Placement
- Job Readiness/Essential Skills Training
- Partnership Management
  - Entity/individual lead – credibility with industry, trust of diverse set of partners
  - Coordination and accountability among partners
  - Continuous feedback loop with employers – success of training graduates, training modules, screening design



# Goals of EARN

## EARN aims to:

- Address the demands of businesses by focusing intensively on the workforce needs of a specific industry sector over a sustained period.
- Address the needs of workers by creating formal career paths to good jobs, reducing barriers to employment, and sustaining or growing middle class jobs.
- Encourage mobility for Maryland's most hard-to-serve jobseekers through job readiness training which may include GED® preparation, occupational skills development, literacy advancement, and transportation and child care components.

As of October 2021

Nearly 9,500

incumbent workers have received training, attaining new credentials, certifications and/or skills

Over 6,800

individuals have obtained employment through EARN

## DID YOU KNOW?

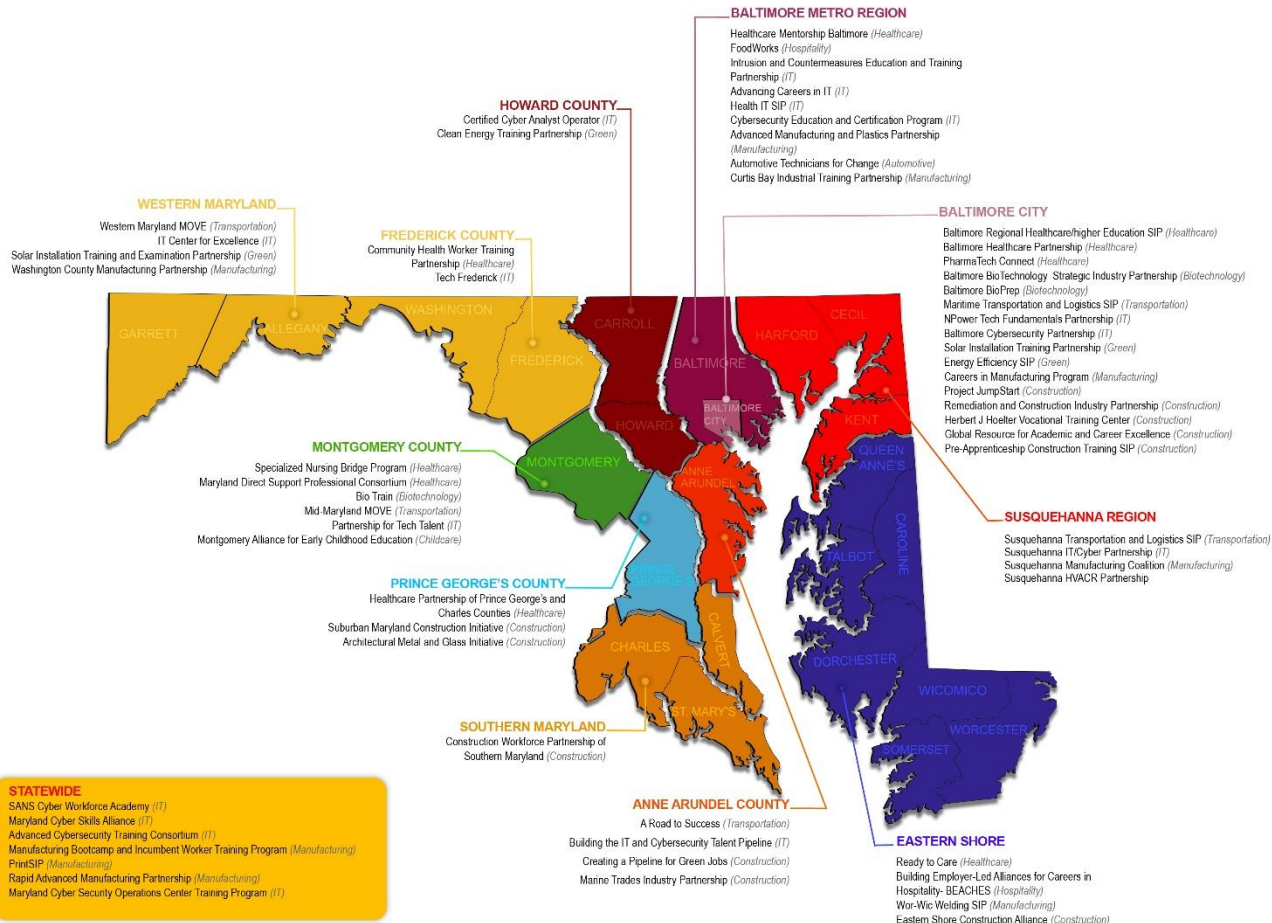
For every \$1 of State funding invested into EARN, an additional \$16.78 in economic impact is created.

\$1

\$16.78



# Current EARN Strategic Industry Partnerships





- Healthcare – 9
- Biotechnology – 3
- Hospitality – 2
- Cyber/ Information Technology – 16
- Childcare – 1
- Green – 6
- Construction – 12
- Manufacturing – 8
- Transportation & Logistics – 6
- Automotive – 1



# Highlights from the Businesses

"We struggle to obtain training dollars so anytime we can get our staff training through this program we accommodate their schedules and pay for their time to take the training. It absolutely helps with employee satisfaction, as well as helps our organization to have more trained staff members."

"Prior to EARN, our company remained flat in revenue for 8 years. Since we began participating in EARN and reaping the benefits of training, our company has grown 20-40 percent over the past 3 years. We have made the inc 5000 in 2018 and 2019 and doubled our workforce from 15 to 33. The EARN grant creates a culture of learning, training, retaining and recruiting that builds successful businesses."

"This partnership will save our company time and money, along with potentially contributing to our diversity and inclusion goals in 2020. I am confident we will continue to collaborate with [the SIP] to recruit the diverse talent we need to achieve our mission."

"Another best practice would be our Tech at the Gap conference, which provides excellent training for all attendees. The growth of the conference has been great and this year many students from our local high schools and colleges were in attendance, and made comments about how much they enjoyed the experience while meeting people already working in the tech industry. This kind of networking is invaluable not only to the students but also to those in the industry. Since we live in a rural area providing such a venue of networking and professional development is most certainly a best practice for us."

# Highlights from the Businesses continued

- “This program enables us to get training that we could not otherwise obtain in such a short time frame. With the training offered through the EARN program, my associates are staying on top of cybersecurity technology, enabling our institution to continue to fight to stay ahead of the cyber criminals. Without these training opportunities, we would have to outsource some of the job duties to consultants. This training enables us to grow our associates while providing immediate value back to the business.”
- “Most of our long-term welders (4+ years of continuous employment) came from this program.”
- “Having knowledgeable and trained candidates ready to hit the ground running is such an advantage.”
- “The training provided through the EARN program is industry-leading with top notch instructors. Completing the training enables our associates to grow more quickly in their roles, and in some cases prepare them for bigger roles within the organization.”
- “This program has helped build depth in our organization year after year.”
- “The training provided by this partnership has been current, relevant and delivered with a high degree of excellence. Having these training opportunities offered locally has enabled us to train several associates in key, relevant technology areas, enabling them to immediately add more value to their jobs through their newly acquired skills.”



# EARN Highlights Since Inception

- **2013:** Planning Grants Awarded
- **2014:** First Round of Implementation Grants Awarded
- **2015:** Second Round of Implementation Grants Awarded, Recognized as a best practice by the *National Fund for Workforce Solutions* and the *National Skills Coalition*
- **2016:** Recognized as a best practice by *Urban Institute*, more than 1,000 unemployed and underemployed individuals obtain employment
- **2017:** Budget doubles with targeted investments in Cyber/IT and Green, Third Round of Implementation Grants Awarded
- **2018:** Fourth Round of Implementation Grants Awarded, Recognized by Harvard Kennedy School for innovation
- **2019:** \$500,000 investment for training in Opportunity Zones
- **2020:** Fifth EARN solicitation was released, (Clean Energy)
- **2021:** Sixth EARN solicitation was released, (targeting all industries)



- Earn MD Website-  
<http://www.labor.maryland.gov/earn/>
  - Annual Reports
  - Jobseeker Tool
  - EARN MD Partnerships
  - EARN MD Pressroom

# Contact Information

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*For questions related to EARN:*

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